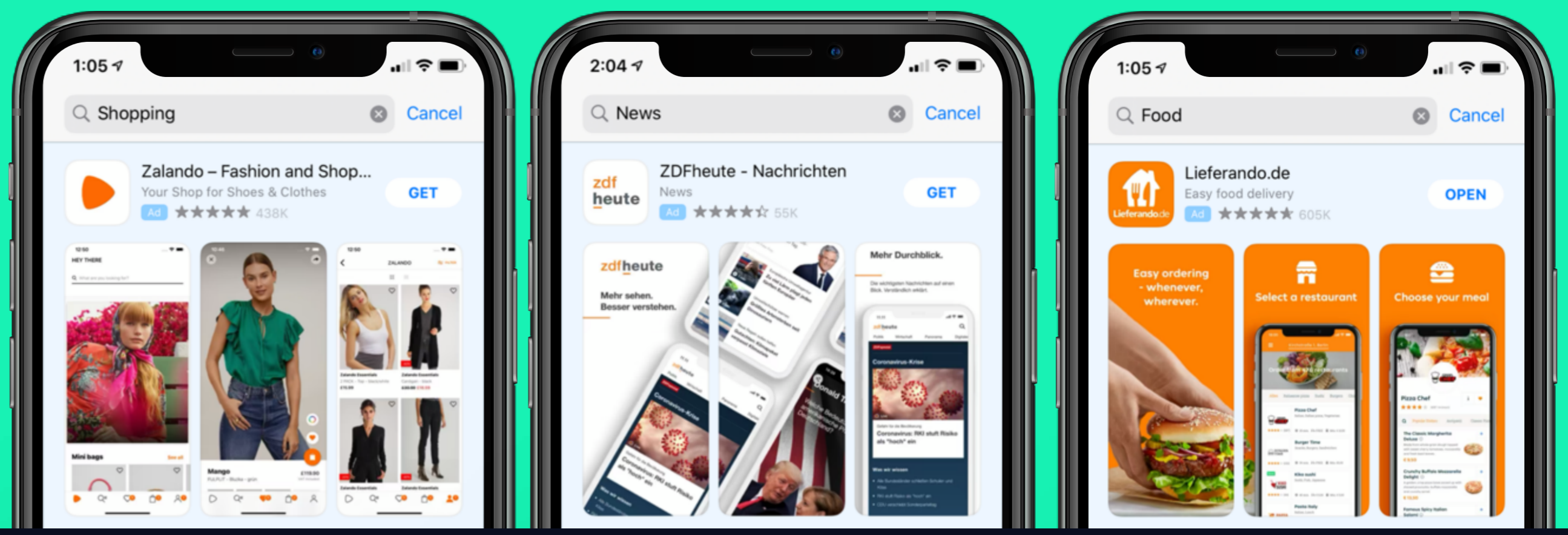# Goals & Metrics
for Paid Mobile UA
Cheat Sheet

The most important core metrics for you to know as you tap into the land of paid user acquisition are:

Impressions
An ad being exposed/displayed to a single user

Click
A user clicks on an ad

Installs
A user installing an app

Actions (Events)
A user performing some kind of action in your app

While the most popular acronyms (largely resulting from the core metrics above) for you to know in regards to paid user acquisition are:

Metric	Explication	Description
CPM	Cost Per Mile	Very traditional online marketing metric that describes the price of one thousand ad impressions.
CTR	Click-Through Rate	The percentage obtained from dividing the number of users that clicked on a given ad by the number of times the ad was delivered (=impressions). Important indicator for the quality of the creatives that you are using (the higher, the better).
CPC	Cost Per Click	The price for one user clicking on your ad.
CPI	Cost Per Install	The price for one user installing your mobile application after clicking on your ad.
CPA	Cost Per Action	The price for one user performing some predefined action inside of your mobile application. Sometimes also referred to as CPE (Cost Per Event).
CLTV	Customer Lifetime Value	The predicted or calculated net profit that you are going to make from the relationship with a given user.
ROI	Return on investment	The percentage obtained from dividing the net profit generated by the marketing campaign by the net spend for the marketing campaign times 100. In contrast to ROAS, this metric takes into account all expenditures that were invested into the campaign (software, labor, costs,...) which means it is harder to achieve a positive ROI than it is to achieve a positive ROAS.
ROAS	Return on Advertising Spend	The percentage obtained from dividing the revenue made from ads by the advertising spend times 100. In contrast to the ROI, this metric only takes into account ad spend and revenue made from the acquired users. Essentially ROAS is only considering revenue while ROI is considering profit.